

PTO Form 1553 (Rev 9/2005)

OMB No. 0651-0054 (Exp. 09/30/2014)

Trademark/Service Mark Amendment to Allege Use (15 U.S.C. Section 1051(c))

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85287117
LAW OFFICE ASSIGNED	LAW OFFICE 101
EXTENSION OF USE	NO
MARK SECTION	
MARK	EARNED MEDIA ATTRIBUTION
OWNER SECTION	
NAME	Visible Measures Corp.
STREET	5th Floor
CITY	Boston
STATE	Massachusetts
ZIP/POSTAL CODE	02111
COUNTRY	United States
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	042
CURRENT IDENTIFICATION	Providing on-line non-downloadable software for measuring the performance of online video ads
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	06/01/2011
FIRST USE IN	

COMMERCE DATE	06/01/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<u>SPN0-69482866-151955548 . Specimen of Use Earned Media Attribution M0432368 .PDF</u>
CONVERTED PDF FILE(S) (3 pages)	<u>\\TICRS\EXPORT16\IMAGEOUT16\852\871\85287117\xml1\AAU0002.JPG</u>
	<u>\\TICRS\EXPORT16\IMAGEOUT16\852\871\85287117\xml1\AAU0003.JPG</u>
	<u>\\TICRS\EXPORT16\IMAGEOUT16\852\871\85287117\xml1\AAU0004.JPG</u>
SPECIMEN DESCRIPTION	promotional material displaying the mark in connection with the recited services
REQUEST TO DIVIDE	NO
PAYMENT SECTION	
NUMBER OF CLASSES IN USE	1
SUBTOTAL AMOUNT [ALLEGATION OF USE FEE]	100
TOTAL AMOUNT	100
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Thomas F. Dunn/
SIGNATORY'S NAME	Thomas F. Dunn
SIGNATORY'S POSITION	Attorney of record, Massachusetts bar member
DATE SIGNED	07/25/2012
SIGNATORY'S PHONE NUMBER	1.781.697.2248
FILING INFORMATION	
SUBMIT DATE	Wed Jul 25 15:25:59 EDT 2012
TEAS STAMP	USPTO/AAU-69.48.28.66-201 20725152559540125-8528711 7-4902940aeb8de8b4ce19a31 715edab2e9e-CC-2013-20120 725151955548542

PTO Form 1553 (Rev 9/2005)

OMB No. 0651-0054 (Exp. 09/30/2014)

**Trademark/Service Mark Amendment to Allege Use
(15 U.S.C. Section 1051(c))**

To the Commissioner for Trademarks:

MARK: EARNED MEDIA ATTRIBUTION
SERIAL NUMBER: 85287117

The applicant, Visible Measures Corp., having an address of
5th Floor
Boston, Massachusetts 02111
United States

is submitting the following allegation of use information:

For International Class 042:

Current identification: Providing on-line non-downloadable software for measuring the performance of online video ads

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 06/01/2011, and first used in commerce at least as early as 06/01/2011, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) promotional material displaying the mark in connection with the recited services.

Original PDF file:SPN0-69482866-151955548 . Specimen of Use Earned Media Attribution M0432368 .PDF**Converted PDF file(s) (3 pages)**Specimen File1Specimen File2Specimen File3

The applicant is not filing a Request to Divide with this Allegation of Use form.

A fee payment in the amount of \$100 will be submitted with the form, representing payment for the allegation of use for 1 class.

Declaration

Applicant requests registration of the above-identified trademark/service mark in the United States Patent

and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq., as amended). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Thomas F. Dunn/ Date Signed: 07/25/2012

Signatory's Name: Thomas F. Dunn

Signatory's Position: Attorney of record, Massachusetts bar member

Signatory's Phone: 1.781.697.2248

RAM Sale Number: 2013

RAM Accounting Date: 07/26/2012

Serial Number: 85287117

Internet Transmission Date: Wed Jul 25 15:25:59 EDT 2012

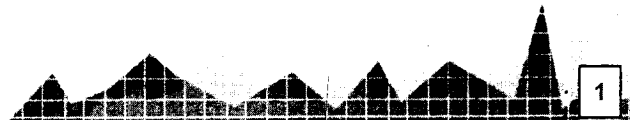
TEAS Stamp: USPTO/AAU-69.48.28.66-201207251525595401

25-85287117-4902940aeb8de8b4ce19a31715ed

ab2e9e-CC-2013-20120725151955548542

***Earned Media
AttributionSM Spread:
Audience & Assets***

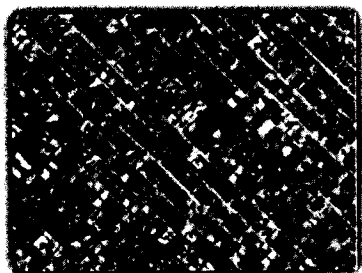
February 11, 2011



Earned Media AttributionSM Spread: Audience Paid Attribution

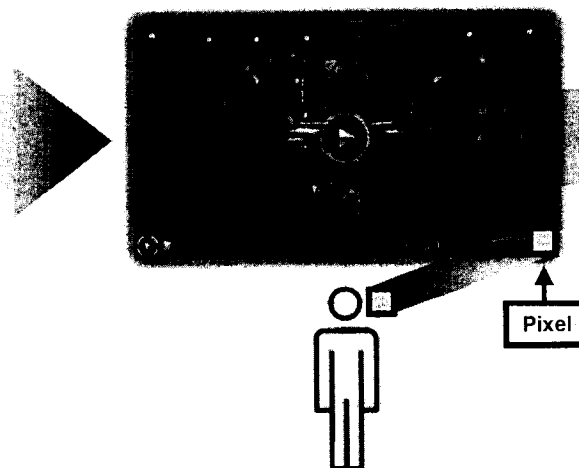


1. Audience & Choice



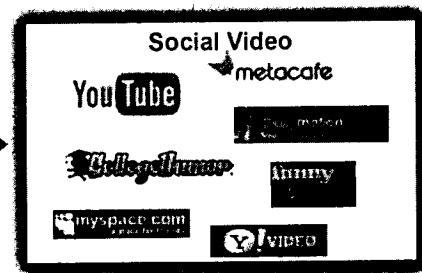
- ▣ Audiences begin untagged.
- ▣ They choose to watch video content.

2. Pre-Roll – Audience Tagged



- ▣ When audiences watch a pre-roll ad, they're tagged with a Visible Measures VAST-compliant tracking pixel.
- ▣ This pixel follows the audience across the Web, sending data back to Visible Measures.

3. Spread of Audience



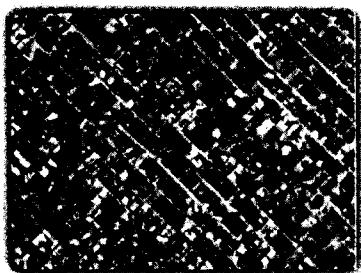
- ▣ Audiences who visit social video sites are more likely to drive Earned Media.
- ▣ If your audiences visit social video sites, your *earned media attributionSM spread* and potential for Earned Media increases.
- ▣ Visible Measures overlays tracking pixel data from pre-roll viewing to calculate audience potential to share your advertising across social video.



Earned Media AttributionSM Spread: Assets Social Attribution



1. Audience & Choice



- ▣ In social video, audiences have infinite choice.
- ▣ They choose to watch your advertisement.

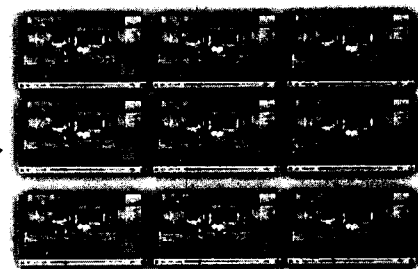
2. Audience Watches Your Ad in Social Video



Watermark

- ▣ Your original campaign assets have a watermark overlaid by Visible Measures.

3. Spread of Assets



- ▣ In social video, audiences can copy and repost your ads.
- ▣ Visible Measures uncovers your *earned media attributionSM spread* through social video discovery, directly attributing social activity and Earned Media back to your original ads.

